

New Order

Agency: Grassroots Media LLC
Office: Bala Cynwyd
Client: 40 - Terry McAuliffe
Product: 41 - POLITICAL

Station: WJLA-TV
Order Type: Normal
Cancel Date:

Flight Start: 10/19/2021
Flight End: 10/25/2021
Hiatus:

Piggyback Product:

Estimate: 692 - McAuliffe Week #2 General 30's

Received in ePort: 10/18/2021 10:05:21 AM

Airtime Dollars: \$182,150.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$182,150.00
Total Spots: 144

Primary Demo:

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Comments: Separation: 30

Local/National: Local
Rep Office: WJLA-TV
AE: Mark Afshar - Manager
Phone:
OrderID: 11054552
Status: Forwarding in Progress

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Total Spots				
						10/19	10/20	10/21	10/22	10/23	10/24	10/25		Rtg	CPP	Imp	CPM
1	TuWThFM 5A-6A GOOD MORNING WASHINGTON 5A	EM	\$150.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WSH 5.00A Mo-Fr 5:00a-6:00a IN LPNov/2020LS ON WJLA.																	
2	TuWThFM 6A-7A GOOD MORNING WASHINGTON 6A	EM	\$525.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WASH 600A Mo-Fr 6:00a-7:00a IN LPNov/2020LS ON WJLA.																	
3	TuWThFM 7A-8A GOOD MORNING AMERICA 7A	EM	\$1,600.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN LPNov/2020LS ON WJLA.																	
4	TuWThFM 8A-9A GOOD MORNING AMERICA 8A	EM	\$1,600.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell)																	
5	TuWThFM 9A-10A LIVE W/ KELLY & RYAN	DT	\$400.00	C	30	2	2	2	2	0	0	1	9				

New Order (Page 2)

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Station: WJLA-TV
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Order ID: 11054552
Estimate: 692 - McAuliffe Week #2 General 30's

Flight Start: 10/19/2021

Flight End: 10/25/2021

Received in ePort: 10/18/2021 10:05:21 AM

Line No	Daypart (Program)	DPT		Rate	C/T	Len								Total				
		Code					10/19	10/20	10/21	10/22	10/23	10/24	10/25	Spots	Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF LVE-KELLY&RYAN Mo-Fr 9:00a-10:00a IN LPNov/2020LS ON WJLA.																		
6	TuWThFM 10A-11A GOOD MORNING WASHINGTON	DT		\$250.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF RACHAEL RAY Mo-Fr 10:00a-11:00a IN LPNov/2020LS ON WJLA.																		
7	TuWThFM 11A-12P THE VIEW	DT		\$1,050.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF VIEW-ABC Mo-Fr 11:00a-12:00p IN LPNov/2020LS ON WJLA.																		
8	TuWThFM 12P-1P ABC 7 NEWS @ NOON	DT		\$800.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 12 Mo-Fr 12:00p-1:00p IN LPNov/2020LS ON WJLA.																		
9	TuWThFM 2P-3P GENERAL HOSPITAL	DT		\$525.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GENRL HOSPITAL Mo-Fr 2:00p-3:00p IN LPNov/2020LS ON WJLA.																		
10	TuWThFM 4P-5P ABC 7 NEWS @ 4P	EN		\$800.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC 7 NWS AT 4 Mo-Fr 4:00p-5:00p IN LPNov/2020LS ON WJLA.																		
11	TuWThFM 5P-6P ABC 7 NEWS @ 5P	EN		\$1,200.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 5 Mo-Fr 5:00p-6:00p IN LPNov/2020LS ON WJLA.																		
12	TuWThFM 6P-6:30P ABC 7 NEWS @ 6P	EN		\$1,800.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 6 Mo-Fr 6:00p-6:30p IN LPNov/2020LS ON WJLA.																		
13	TuWThFM 6:27P-6:30P WORLD NEWS ADJ A	EN		\$2,500.00	C	30	1	1	1	1	0	0	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 6 Mo-Fr 6:27p-6:30p IN LPNov/2020LS ON WJLA.																		

New Order (Page 3)

Agency: Grassroots Media LLC
Client: 40 - Terry McAuliffe

Station: WJLA-TV
Product: 41 - POLITICAL

Order ID: 11054552
Estimate: 692 - McAuliffe Week #2 General
 30's

Flight Start: 10/19/2021

Flight End: 10/25/2021

Received in ePort: 10/18/2021 10:05:21 AM

Line	Daypart	DPT											Total				
No	(Program)	Code	Rate	C/T	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25	Spots	Rtg	CPP	Imp	CPM
14	TuWThFM 6:57P-7P WOLD NEWS ADJ B	EN	\$3,500.00	C	30	1	1	1	1	0	0	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC-WORLD NWS Mo-Fr 6:57p-7:00p IN LPNov/2020LS ON WJLA.																	
15	TuWThFM 7P-7:30P WHEEL OF FORTUNE	PA	\$1,800.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WHEEL-FORTNE Mo-Fr 7:00p-7:30p IN LPNov/2020LS ON WJLA.																	
16	TuWThFM 7:30P-8P JEOPARDY	PA	\$5,200.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF JEOPARDY Mo-Fr 7:30p-8:00p IN LPNov/2020LS ON WJLA.																	
17	TuWThFM 11P-11:30P ABC 7 NEWS @ 11P	LN	\$650.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 11 Mo-Fr 11:00p-11:30p IN LPNov/2020LS ON WJLA.																	
18	TuWThFM 11:35P-12:35A JIMMY KIMMEL	LF	\$400.00	C	30	2	2	2	2	0	0	1	9				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF J KIMMEL!-ABC Mo-Fr 11:35p-12:35a IN LPNov/2020LS ON WJLA.																	
19	TuWThFM 12:30A-1A NIGHTLINE	LF	\$125.00	C	30	1	1	1	1	0	0	0	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC-NITELINE Mo-Fr 12:30a-1:00a IN LPNov/2020LS ON WJLA.																	
20	M 8P-10P DANCING WITH THE STARS	PT	\$3,000.00	C	30	0	0	0	0	0	0	1	1				
4Q21 (sell)																	
21	Tu 8P-10P BACHELOR IN PARADISE	PT	\$2,500.00	C	30	2	0	0	0	0	0	0	2				
LPSep/2019OVC - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Tue 9:30p-10:00p IN LPNov/2020LS ON WJLA.																	
22	W 8P-9P GOLDBERGS/ WONDER YEARS	PT	\$2,000.00	C	30	0	1	0	0	0	0	0	1				
4Q21 (sell)																	

Agency:	Grassroots Media LLC	Station:	WJLA-TV	Order ID:	11054552
Client:	40 - Terry McAuliffe	Product:	41 - POLITICAL	Estimate:	692 - McAuliffe Week #2 General 30's
Flight Start:	10/19/2021	Flight End:	10/25/2021	Received in ePort:	10/18/2021 10:05:21 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Total Spots				
						10/19	10/20	10/21	10/22	10/23	10/24	10/25		Rtg	CPP	Imp	CPM
23	W 9P-10P CONNERS/HOME ECON	PT	\$2,500.00	C	30	0	1	0	0	0	0	0	1				
4Q21 (sell)																	
24	W 10P-11P A MILLION LITTLE THINGS WED	PT	\$2,000.00	C	30	0	1	0	0	0	0	0	1				
4Q21 (sell)																	
25	Th 8P-9P STATION 19	PT	\$3,000.00	C	30	0	0	1	0	0	0	0	1				
4Q21 (sell)																	
26	Th 9P-10P GREY'S ANATOMY	PT	\$4,500.00	C	30	0	0	1	0	0	0	0	1				
4Q21 (sell)																	
27	Th 10:01P-11P BIG SKY	PT	\$3,000.00	C	30	0	0	1	0	0	0	0	1				
4Q21 (sell)																	
28	F 8P-9P SHARK TANK	PT	\$2,500.00	C	30	0	0	0	1	0	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Wed 9:30p-10:00p IN LPNov/2020LS ON WJLA.																	
29	F 9P-11P 20/20 9P	PT	\$1,500.00	C	30	0	0	0	1	0	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF 20/20-FRI-ABC Fri 9:00p-11:00p IN LPNov/2020LS ON WJLA.																	
30	Sa 9A-10A GMA SAT 9-10A	WK	\$400.00	C	30	0	0	0	0	1	0	0	1				
4Q21 (sell)																	
Total Spots:						31	32	32	31	1	0	17					
Cash\$ - Spots: \$182,150.00 - 144						Trade\$ - Spots: \$0.00 - 0		Total Cost: \$182,150.00		Total GRP - CPP: 0.0 - \$0.00		Total GIMP(000) - CPM: 0 - \$0.00					

New Order

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Office: Bala Cynwyd
Client: 40 - Terry McAuliffe
Product: 41 - POLITICAL

Station: WJLA-TV
Order Type: Normal
Cancel Date:

Flight Start: 10/19/2021
Flight End: 10/25/2021
Hiatus:

Piggyback Product:

Estimate: 699 - McAuliffe Week #2 General
60's

Received in ePort: 10/18/2021 10:05:42 AM

Airtime Dollars: \$71,050.00

Interactive Dollars: \$0.00

Non-Airtime Dollars: \$0.00

Total Dollars: \$71,050.00

Total Spots: 27

Primary Demo:

Local/National: Local
Rep Office: WJLA-TV
AE: Mark Afshar - Manager

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Comments: Separation: 30

Local/National: Local

Rep Office: WJLA-TV

AE: Mark Afshar - Manager

Phone:**OrderID:** 11054999

Status: Forwarding in Progress

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots				
						10/19	10/20	10/21	10/22	10/23	10/24	10/25	Rtg		CPP	Imp	CPM	
1	TuWThFM 7A-8A GOOD MORNING AMERICA 7A	EM	\$3,200.00	C	60	1	1	1	1	0	0	1	5					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN LPNov/2020LS ON WJLA.																		
2	TuWThFM 11A-12P THE VIEW	DT	\$2,100.00	C	60	1	1	1	1	0	0	1	5					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF VIEW-ABC Mo-Fr 11:00a-12:00p IN LPNov/2020LS ON WJLA.																		
3	TuWThFM 5P-6P ABC 7 NEWS @ 5P	EN	\$2,400.00	C	60	1	1	1	1	0	0	1	5					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 5 Mo-Fr 5:00p-6:00p IN LPNov/2020LS ON WJLA.																		
4	TuWThFM 11:35P-12:35A JIMMY KIMMEL	LF	\$800.00	C	60	1	1	1	1	0	0	1	5					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF J KIMMEL!-ABC Mo-Fr 11:35p-12:35a IN LPNov/2020LS ON WJLA.																		
5	M 8P-10P DANCING WITH THE STARS	PT	\$6,000.00	C	60	0	0	0	0	0	0	1	1					
4Q21 (sell)																		

New Order (Page 6)

Agency: Grassroots Media LLC
Client: 40 - Terry McAuliffe

Station: WJLA-TV
Product: 41 - POLITICAL

Order ID: 11054999
Estimate: 699 - McAuliffe Week #2 General 60's
Received in ePort: 10/18/2021 10:05:42 AM

Flight Start: 10/19/2021

Flight End: 10/25/2021

Received in ePort: 10/18/2021 10:05:42 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots	Total			
						10/19	10/20	10/21	10/22	10/23	10/24	10/25	Rtg		CPP	Imp	CPM	
6	Tu 8P-10P BACHELOR IN PARADISE	PT	\$5,000.00	C	60	1	0	0	0	0	0	0	1					
LPSep/2019OVC - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Tue 9:30p-10:00p IN LPNov/2020LS ON WJLA.																		
7	Tu 10P-11P queens	PT	\$3,000.00	C	60	1	0	0	0	0	0	0	1					
4Q21 (sell)																		
8	W 10P-11P A MILLION LITTLE THINGS WED	PT	\$4,000.00	C	60	0	1	0	0	0	0	0	1					
4Q21 (sell)																		
9	Th 9P-10P GREY'S ANATOMY	PT	\$9,000.00	C	60	0	0	1	0	0	0	0	1					
4Q21 (sell)																		
10	Sa 8A-9A GMW SAT 8-9A	WK	\$650.00	C	60	0	0	0	0	1	0	0	1					
4Q21 (sell)																		
11	Su 8A-9A GMA-SUN	WK	\$900.00	C	60	0	0	0	0	0	1	0	1					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN LPNov/2020LS ON WJLA.																		
Total Spots:						6	5	5	4	1	1	5						
Cash\$ - Spots: \$71,050.00 - 27						Trade\$ - Spots: \$0.00 - 0		Total Cost: \$71,050.00		Total GRP - CPP: 0.0 - \$0.00		Total GIMP(000) - CPM: 0 - \$0.00						